



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of John B. Ferber, Scott Ferber, Stein E. Kretsinger, Robert Luenberger and David Luenberger

Serial No.: 09/610,197

Group Art Unit:

Filed: 07/01/00

Examiner:

FOR: **OPTIMAL INTERNET AD PLACEMENT**

**DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION**

As below inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, joint and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled **OPTIMAL INTERNET AD PLACEMENT**, the specification of which is attached hereto.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I hereby claim the benefit under U.S.C. §119(e) of the United States provisional application no. 60/164,253, filed November 8, 1999.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, § 1.56(a).

I hereby appoint the following attorney(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

Jon L. Roberts  
Registration No. 31,293  
John K. Abokhair, Esq.  
Registration No. 30,537  
Kevin L. Pontius, Registration No. 37,512  
Christopher B. Kilner, Registration No. 45,381  
Roberts Abokhair & Mardula, L.L.C.  
11800 Sunrise Valley Drive  
Suite 1000  
Reston, Virginia 20191-5302  
(703) 391-2900

I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of inventor John B. Ferber  
Inventor's Signature *John B Ferber* Date 11/16/00  
Residence Baltimore, Maryland  
Post Office Address: 100 Harbor View Drive  
Apt. 2210  
Baltimore, MD 21230  
Citizenship: US

Full name of inventor Scott Ferber  
Inventor's Signature *Scott Ferber* Date 11/16/00  
Residence Baltimore, Maryland  
Post Office Address: 100 Harbor View Drive  
Apt. 1007  
Baltimore, MD 21230  
Citizenship: US

Full name of inventor Stein E. Kretsinger

Inventor's Signature Stein Kretsinger Date 11/27/00

Residence Baltimore, Maryland

Post Office Address: 100 Harbor View Drive

Apt. 1114

Baltimore, MD 21230

Citizenship: US

Full name of inventor Robert Luenberger

Inventor's Signature Robert A. Luenberger Date 11/21/00

Residence Palo Alto, California

Post Office Address: 2451 Tasso Street

Palo Alto, California 94301

Citizenship: US

Full name of inventor David Luenberger

Inventor's Signature \_\_\_\_\_ Date \_\_\_\_\_

Residence Stanford, CA

Post Office Address: 813 Tolman Drive

Stanford, California 94305

Citizenship: US

Full name of inventor Stein E. Kretsinger

Inventor's Signature \_\_\_\_\_ Date \_\_\_\_\_

Residence Baltimore, MarylandPost Office Address: 100 Harbor View DriveApt. 1114Baltimore, MD 21230Citizenship: USFull name of inventor Robert Luenberger

Inventor's Signature \_\_\_\_\_ Date \_\_\_\_\_

Residence Palo Alto, CaliforniaPost Office Address: 2451 Tasso StreetPalo Alto, California 94301Citizenship: USFull name of inventor David LuenbergerInventor's Signature David R. Luenberger Date Nov 30, 2000Residence Stanford, CAPost Office Address: 813 Tolman DriveStanford, California 94305Citizenship: US